GNI Mulaana

https://www.gni.edu.in/

SEO AUDIT REPORT

By :

Lovepreet Kaur

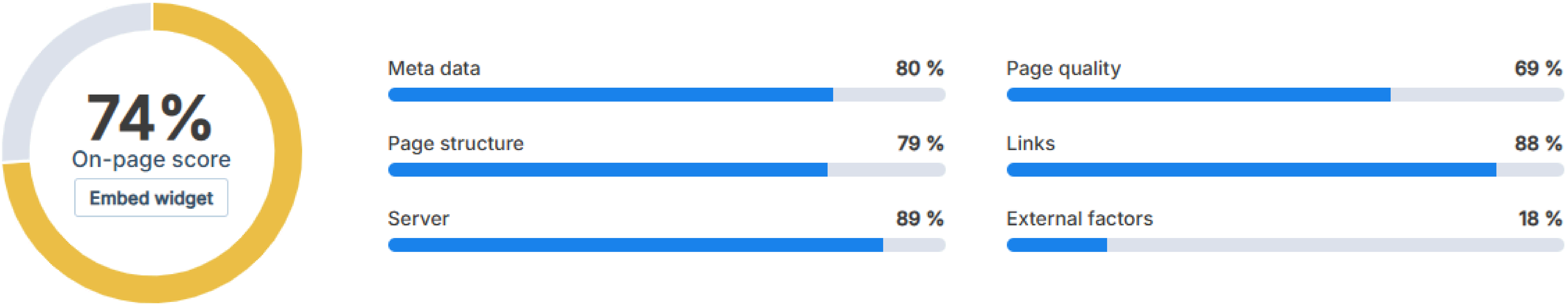
OVERVIEW

This audit evaluates GNI Mullana College's academic, administrative, financial, and operational processes. The report identifies key areas such as governance, internal controls, compliance, infrastructure, and resource management, while highlighting opportunities to improve operational efficiency, transparency, institutional performance, and overall quality through targeted recommendations.

SEO SCORE ↗

SEO score is a composite metric (0–100) that evaluates a website’s compliance with search engine optimization best practices across on-page, technical, and off-page factors, indicating its potential to rank in SERPs (Search Engine Results Pages) of Google.

The current SEO score is 74 (Shown in the image), reflecting the site's strengths and areas that need improvement



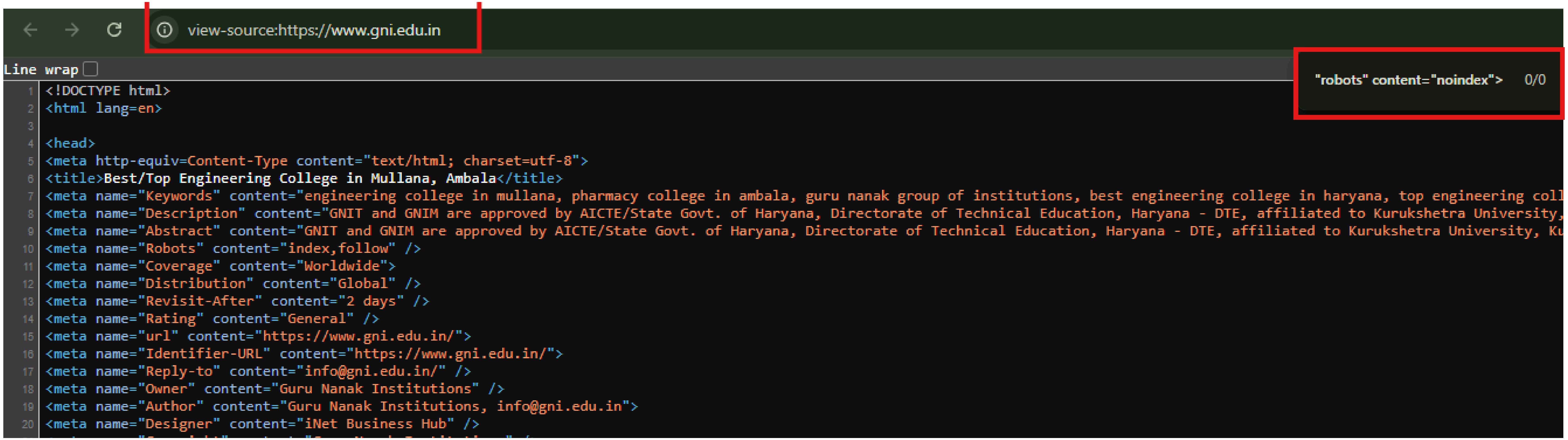
74%
On-page score

Meta data 80 %
Page structure 79 %
Server 89 %
Page quality 69 %
Links 88 %
External factors 18 %

Technical SEO

CRAWLABILITY : PASSED

Determines whether search engine bots can access and read the content of your site. If pages are blocked or hidden, they won’t appear in search results. Pages must have the correct meta tags (e.g., noindex) and not be blocked in robots.txt


view-source:https://www.gni.edu.in
Line wrap
"robots" content="noindex">
0/0

```
<!DOCTYPE html>
<html lang=en>

<head>
<meta http-equiv=Content-Type content="text/html; charset=utf-8">
<title>Best/Top Engineering College in Mullana, Ambala</title>
<meta name="Keywords" content="engineering college in mullana, pharmacy college in ambala, guru nanak group of institutions, best engineering college in haryana, top engineering coll
<meta name="Description" content="GNIT and GNIM are approved by AICTE/State Govt. of Haryana, Directorate of Technical Education, Haryana - DTE, affiliated to Kurukshetra University,
<meta name="Abstract" content="GNIT and GNIM are approved by AICTE/State Govt. of Haryana, Directorate of Technical Education, Haryana - DTE, affiliated to Kurukshetra University, Ku
<meta name="Robots" content="index,follow" />
<meta name="Coverage" content="Worldwide">
<meta name="Distribution" content="Global" />
<meta name="Revisit-After" content="2 days" />
<meta name="Rating" content="General" />
<meta name="url" content="https://www.gni.edu.in/">
<meta name="Identifier-URL" content="https://www.gni.edu.in/">
<meta name="Reply-to" content="info@gni.edu.in/" />
<meta name="Owner" content="Guru Nanak Institutions" />
<meta name="Author" content="Guru Nanak Institutions, info@gni.edu.in">
<meta name="Designer" content="iNet Business Hub" />
```

Observation:

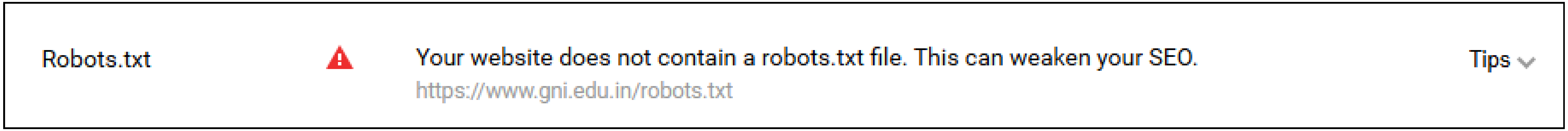
Crawlability has passed; search engine bots can access and index the GNI Mullana College website, with no crawl-blocking issues detected.

Recommendation:

Continue maintaining correct robots directives, XML sitemap, and indexable pages to ensure consistent search engine visibility.

Robots.txt: FAILED

A file that tells search engines which parts of your site they are allowed or disallowed to crawl. Critical for controlling access to duplicate or private content.



Robots.txt ⚠ Your website does not contain a robots.txt file. This can weaken your SEO.

https://www.gni.edu.in/robots.txt

Observation:

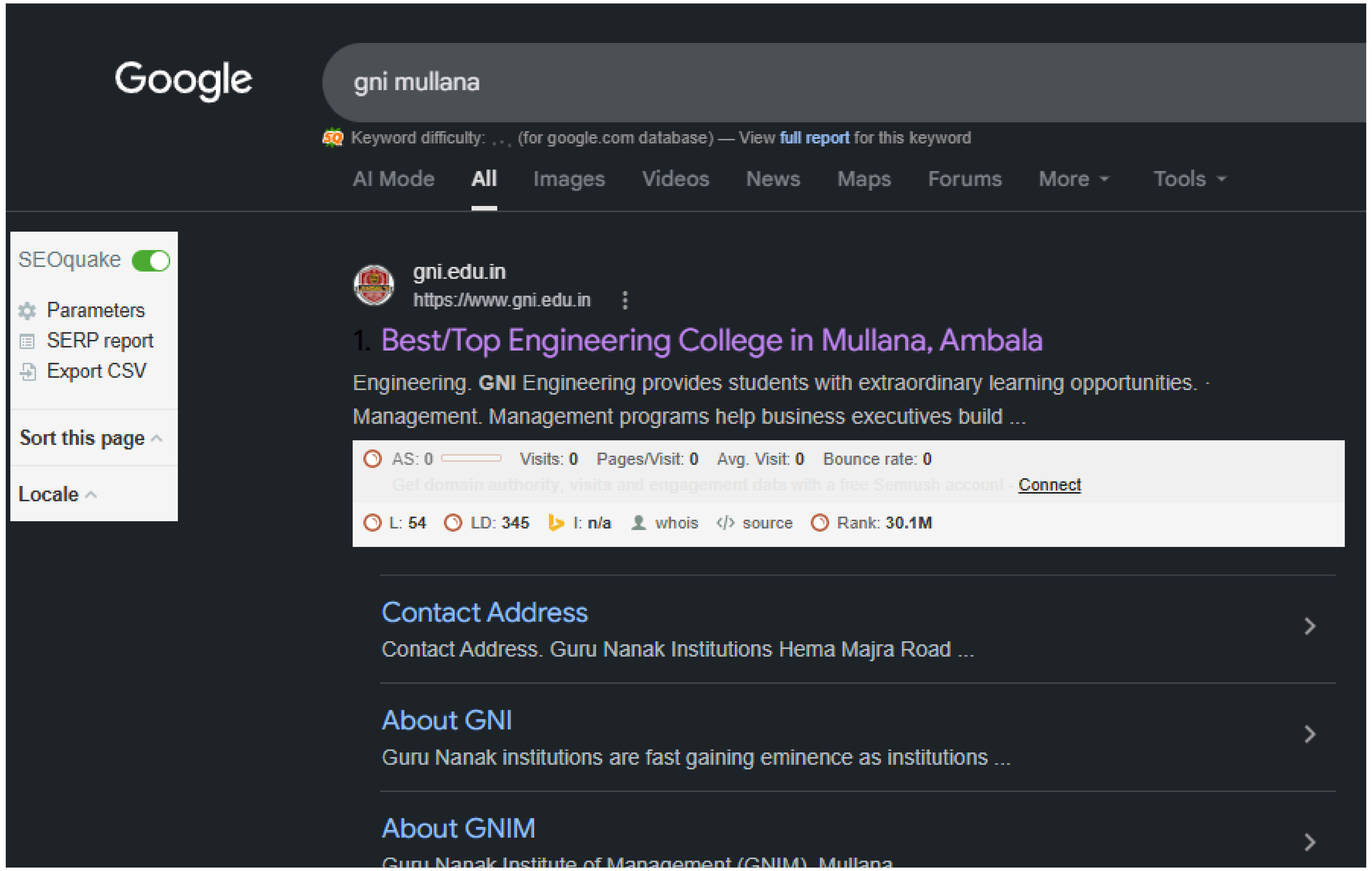
The GNI Mullana College website does not contain a robots.txt file, which may reduce crawl efficiency and negatively impact SEO.

Recommendation:

Create and configure a valid robots.txt file to guide search engine crawlers, allow access to important pages, block unnecessary directories, and include the XML sitemap URL.

INDEXABILITY : PASSED

Checks if crawled pages are indexing in the search engines.


Google
SEOquake
Parameters
SERP report
Export CSV
Sort this page
Locale
AI Mode
All
Images
Videos
News
Maps
Forums
More
Tools

gni mullana

Keyword difficulty: . . . (for google.com database) — View full report for this keyword

gni.edu.in
https://www.gni.edu.in

1. Best/Top Engineering College in Mullana, Ambala

Engineering. **GNI** Engineering provides students with extraordinary learning opportunities. · Management. Management programs help business executives build ...

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0

Get domain authority, visits and engagement data with a free Semrush account - Connect

L: 54 LD: 345 I: n/a whois source Rank: 30.1M

Contact Address
Contact Address. Guru Nanak Institutions Hema Majra Road ...

About GNI
Guru Nanak institutions are fast gaining eminence as institutions ...

About GNIM
Guru Nanak Institute of Management (GNIM), Mullana

Observation:

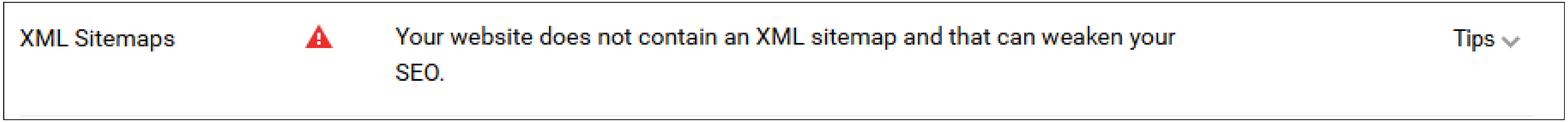
The GNI Mullana website is indexed by search engines, allowing users to find its pages through search results.

Recommendation:

No action required

XML SITEMAP : FAILED

A structured list of all important URLs on your website, submitted to search engines to guide their indexing



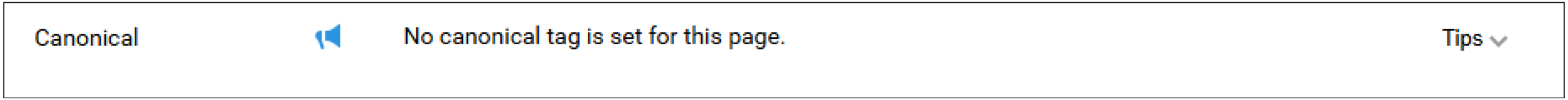
XML Sitemaps	⚠	Your website does not contain an XML sitemap and that can weaken your SEO.	Tips

Observation:

Recommendation:

CANONICAL TAGS :

A structured list of all important URLs on your website, submitted to search engines to guide their indexing



Canonical

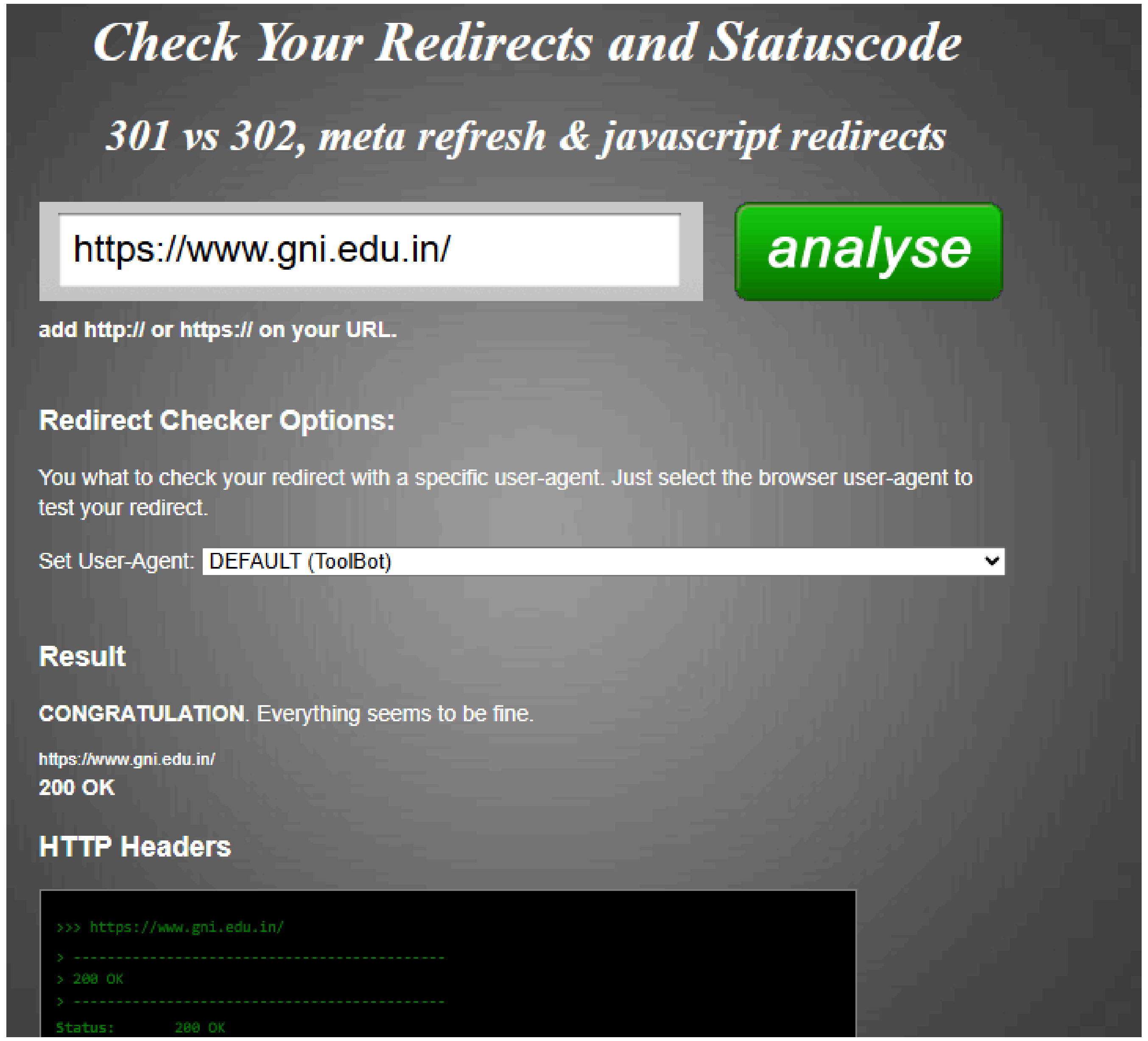
No canonical tag is set for this page.

Observation:

Recommendation:

Redirects(301,302) : PASSED

301 redirects are permanent and pass SEO value; 302 are temporary and generally don't. They help maintain link equity during URL changes or migrations.



Check Your Redirects and Statuscode

301 vs 302, meta refresh & javascript redirects

https://www.gni.edu.in/

add http:// or https:// on your URL.

Redirect Checker Options:

You what to check your redirect with a specific user-agent. Just select the browser user-agent to test your redirect.

Set User-Agent: DEFAULT (ToolBot)

Result

CONGRATULATION. Everything seems to be fine.

https://www.gni.edu.in/
200 OK

HTTP Headers

```
>>> https://www.gni.edu.in/
> ---------------------------------------------
> 200 OK
> ---------------------------------------------
Status:       200 OK
```

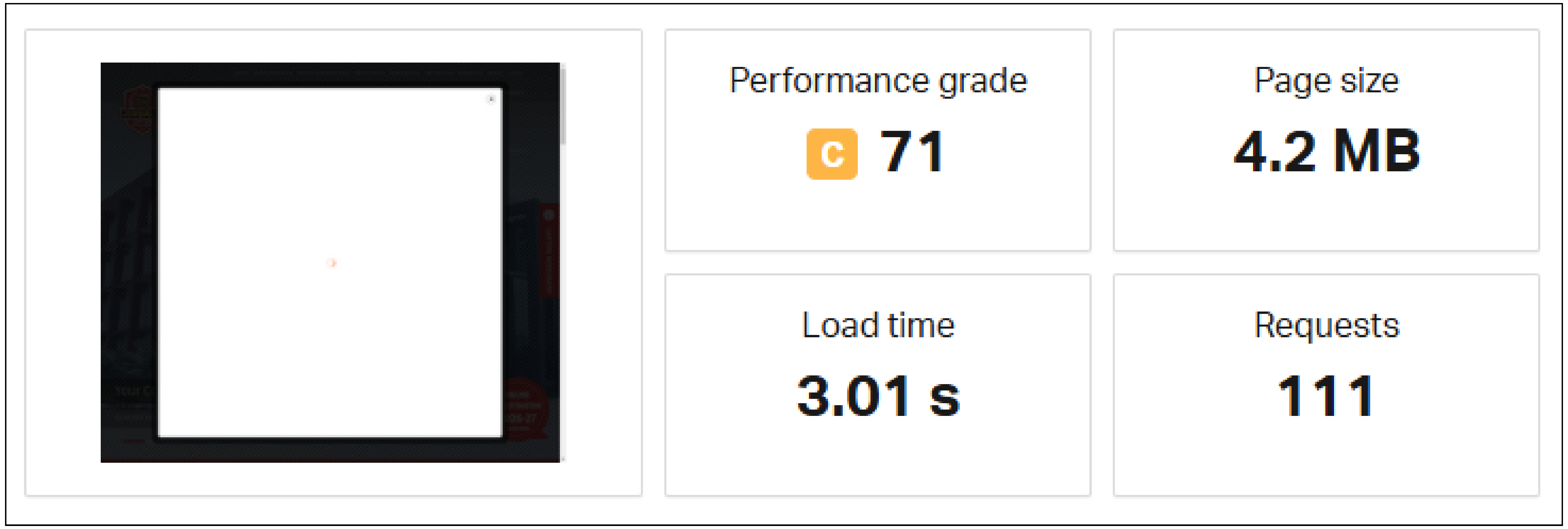
Observation:

Recommendation:

No action required

LOAD TIME & PERFORMANCE : PASSED

Load speed, page size, and server response are key technical factors that impact SEO. Faster load times, smaller page sizes, and quick server responses improve user experience and help search engines rank your site higher.



Performance grade

C 71

Page size

4.2 MB

Load time

3.01 s

Requests

111

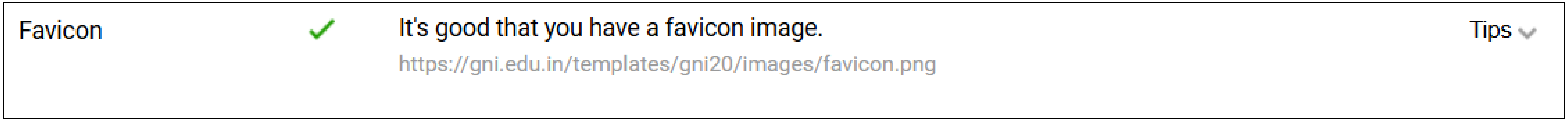
Observation:

Recommendation:

No action required

FAVICON TEST : PASSED

Favicon is the small icon that appears in a browser tab next to a website’s title. It enhances brand recognition and improves user experience, indirectly supporting SEO through trust and professionalism.



Favicon ✓

It's good that you have a favicon image.

https://gni.edu.in/templates/gni20/images/favicon.png

Observation:

Recommendation:

No action required

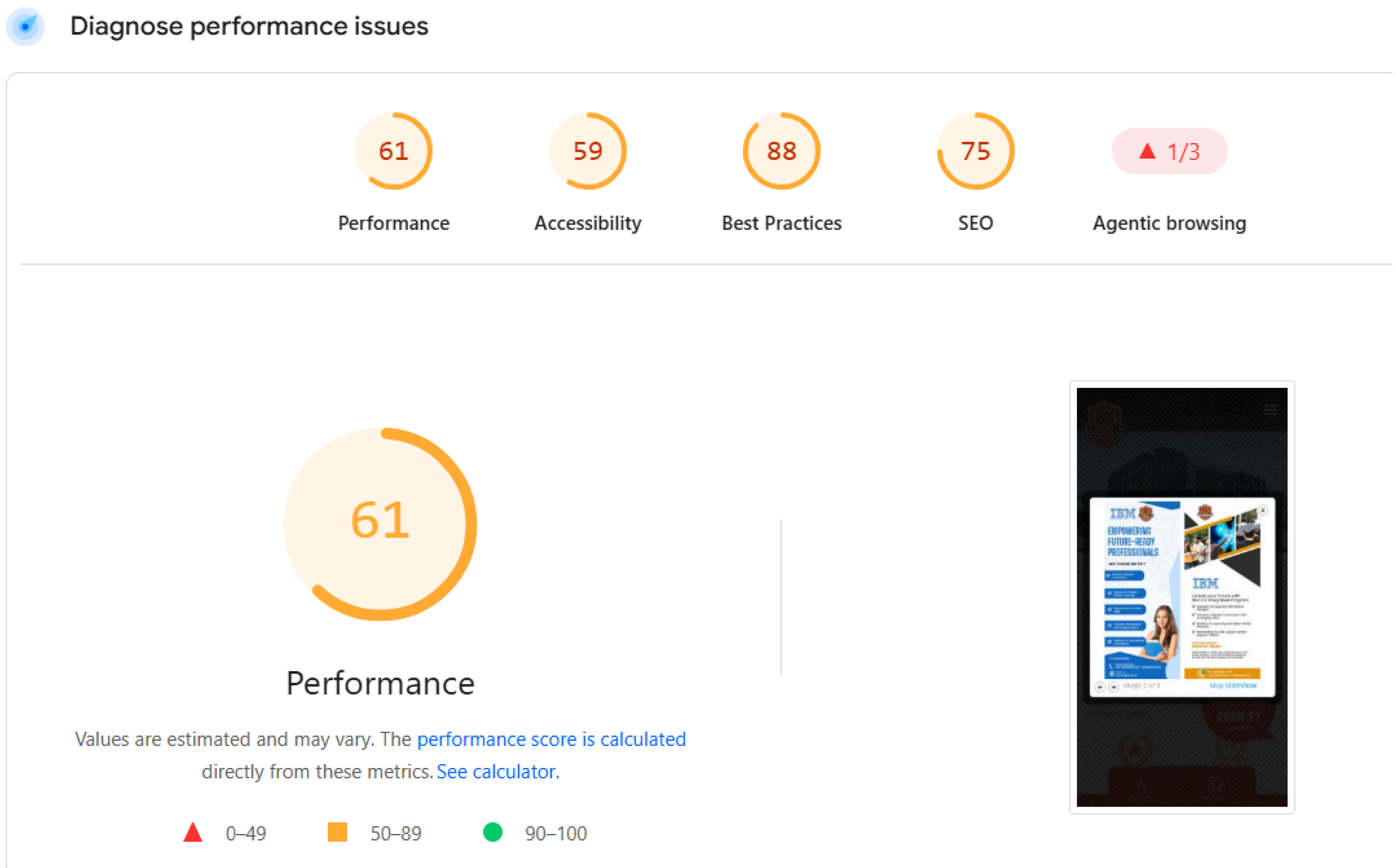
Core Web Vitals

Core Web Vitals are Google's page speed metrics:

LCP (load time), FID (interactivity), and CLS (visual stability), impacting user experience and SEO rankings

MOBILE PERFORMANCE : FAILED

Mobile performance is vital for SEO, as Google prioritizes mobile friendly, fast-loading sites. Poor responsiveness increases bounce rates and hurts rankings. Optimizing mobile speed and usability boosts both user experience and search visibility.



Diagnose performance issues

61 Performance
59 Accessibility
88 Best Practices
75 SEO
▲ 1/3 Agentic browsing

61
Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

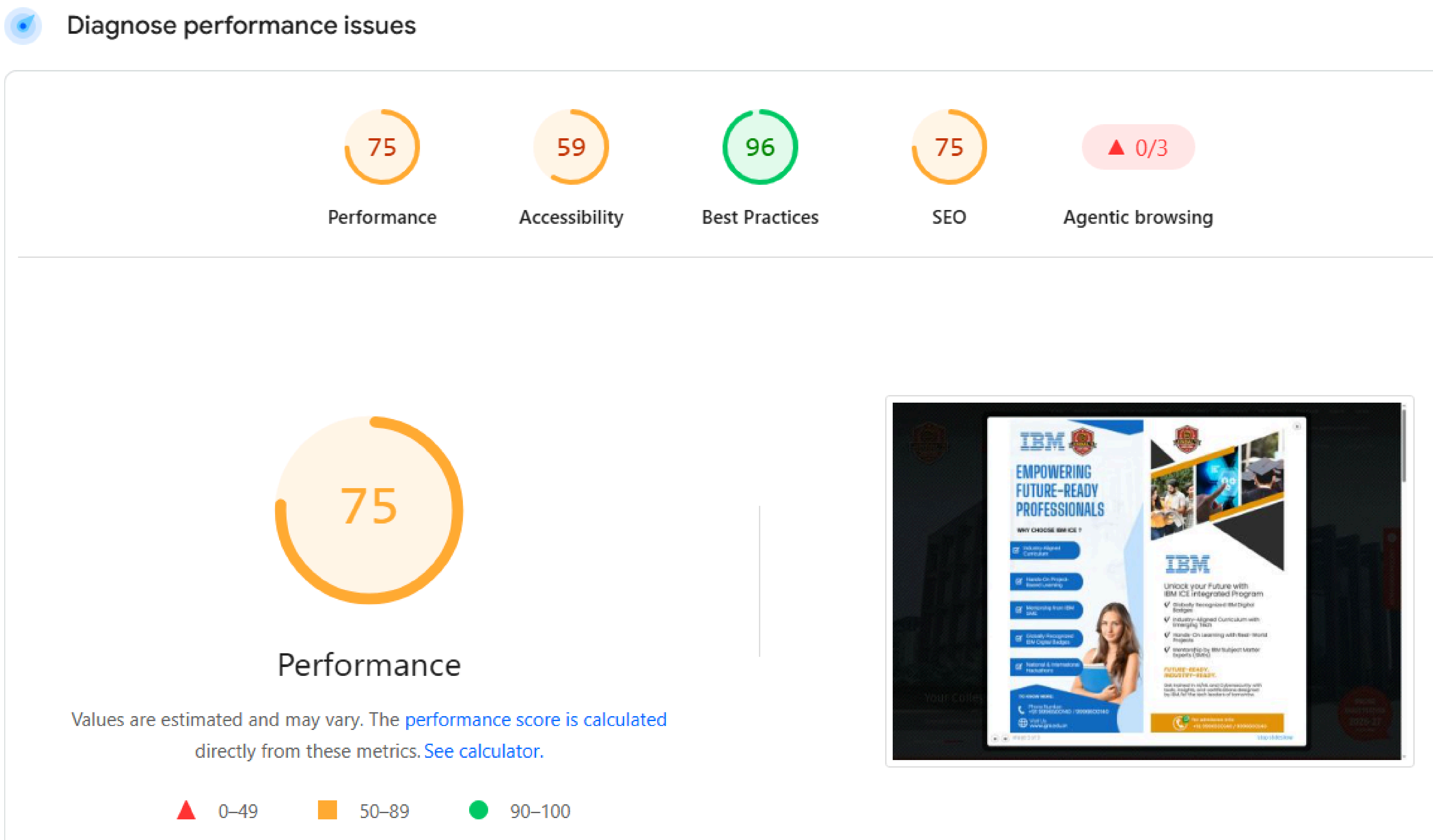
▲ 0–49 ■ 50–89 ● 90–100

Observation:
The GNI Mullana website has poor mobile performance, resulting in slower loading times and a less smooth user experience on smartphones.

Recommendation:
Optimize images, reduce unused code, and improve page speed for better mobile performance.

DESKTOP PERFORMANCE : FAILED

Desktop performance impacts SEO by affecting user experience and rankings. A fast, well- structured site reduces bounce rates and supports strong visibility. Optimizing speed and navigation is key for engagement and search success.



Diagnose performance issues

75 Performance
59 Accessibility
96 Best Practices
75 SEO
▲ 0/3 Agentic browsing

75

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

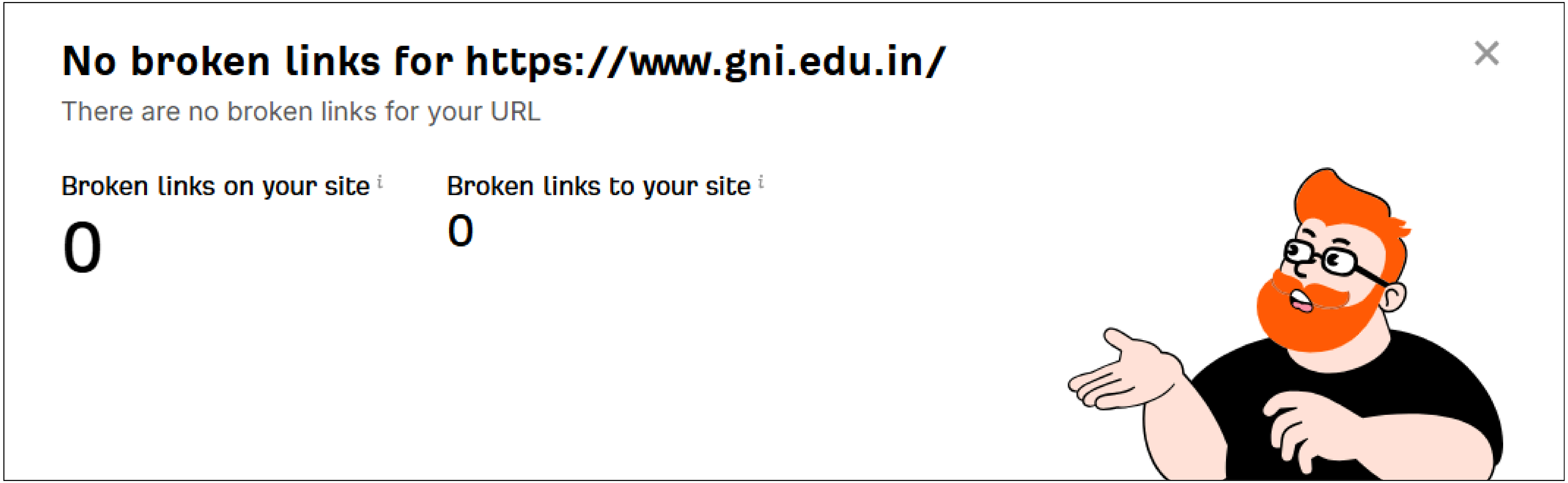
▲ 0–49 ■ 50–89 ● 90–100

Observation:
The GNI Mullana College website needs mobile performance improvements to provide a faster and smoother user experience.

Recommendation:
Optimize page speed, compress images, and reduce unnecessary scripts for better mobile performance.

BROKEN LINKS : PASSED

Links pointing to non-existent pages create a poor user experience and negatively impact SEO by wasting crawl budget.



No broken links for https://www.gni.edu.in/

There are no broken links for your URL

Broken links on your site	Broken links to your site
0	0

Observation:

We have observed that there is no broken link

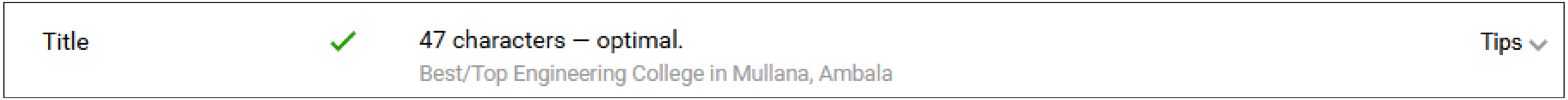
Recommendation:

No action Required

ON PAGE SEO

META TITLES : PASSED

The clickable headline in search results. It should be within 50–60 characters



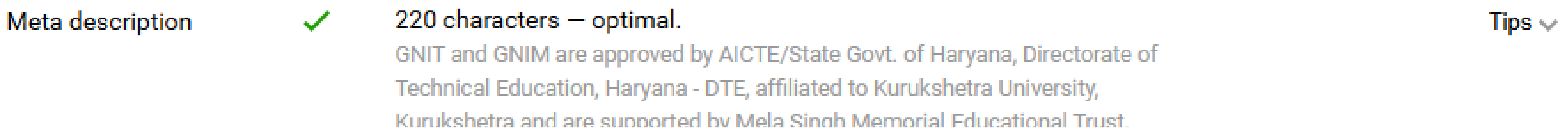
Title ✓ 47 characters – optimal.
Best/Top Engineering College in Mullana, Ambala

Observation:
We have observed that meta title contains 47 characters.

Recommendation:
No action required

META DESCRIPTION : PASSED

Brief summaries (up to 160 characters) are shown under the title tag in SERPs.



Meta description ✓ 220 characters — optimal.

GNIT and GNIM are approved by AICTE/State Govt. of Haryana, Directorate of Technical Education, Haryana - DTE, affiliated to Kurukshetra University, Kurukshetra and are supported by Mela Singh Memorial Educational Trust.

Observation:

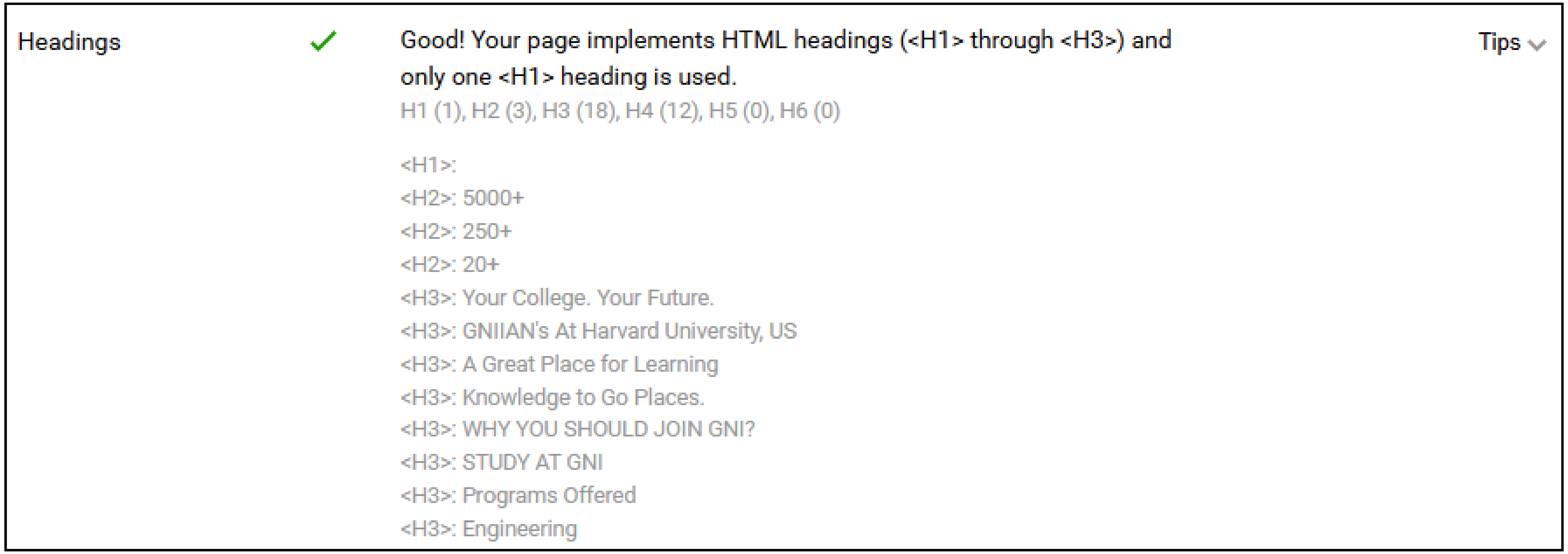
The website's meta description is present and optimized, helping improve search engine visibility and click-through rates.

Recommendation:

Keep the meta description concise, relevant, and updated with important keywords to maintain strong SEO performance.

HEADER TAGS(H1,H2,etc) : PASSED

Used to organize content hierarchically. The H1 should be used once per page, usually for the main topic, with H2s for subtopics



Headings ✓

Good! Your page implements HTML headings (<H1> through <H3>) and only one <H1> heading is used.

H1 (1), H2 (3), H3 (18), H4 (12), H5 (0), H6 (0)

<H1>:
<H2>: 5000+
<H2>: 250+
<H2>: 20+
<H3>: Your College. Your Future.
<H3>: GNIIAN's At Harvard University, US
<H3>: A Great Place for Learning
<H3>: Knowledge to Go Places.
<H3>: WHY YOU SHOULD JOIN GNI?
<H3>: STUDY AT GNI
<H3>: Programs Offered
<H3>: Engineering

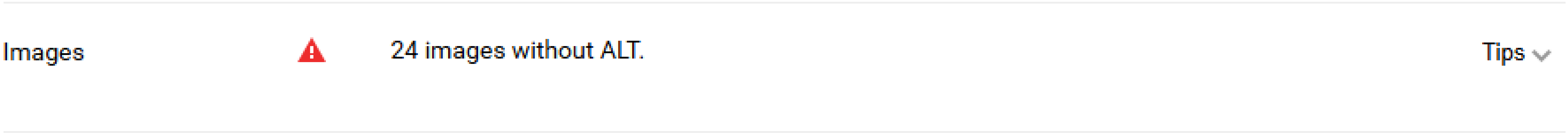
Observation:

Recommendation:

No action required

IMAGE OPTIMIZATION(ALT TAGS) : FAILED

Describes the content of an image for screen readers and display when images don’t load. In SEO, they improve image accessibility and help search engines understand and index visual content.



Images ⚠ 24 images without ALT.

Observation:

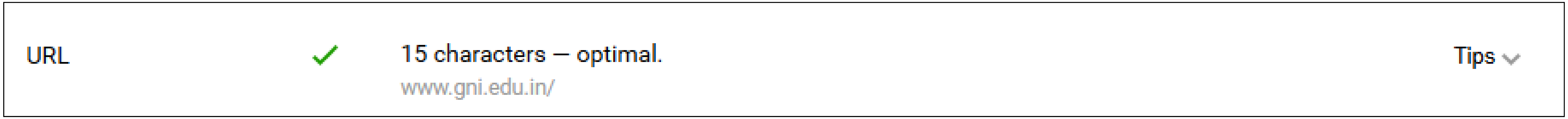
We have reviewed that 24 images are missing alt attributes.

Recommendation:

Add descriptive ALT tags to all images using relevant keywords

URL STRUCTURE: PASSED

SEO-friendly URLs are short, include keywords, and use hyphens instead of underscores. Clean URLs are easier to index and share.



URL ✓ 15 characters – optimal.

www.gni.edu.in/

Observation:

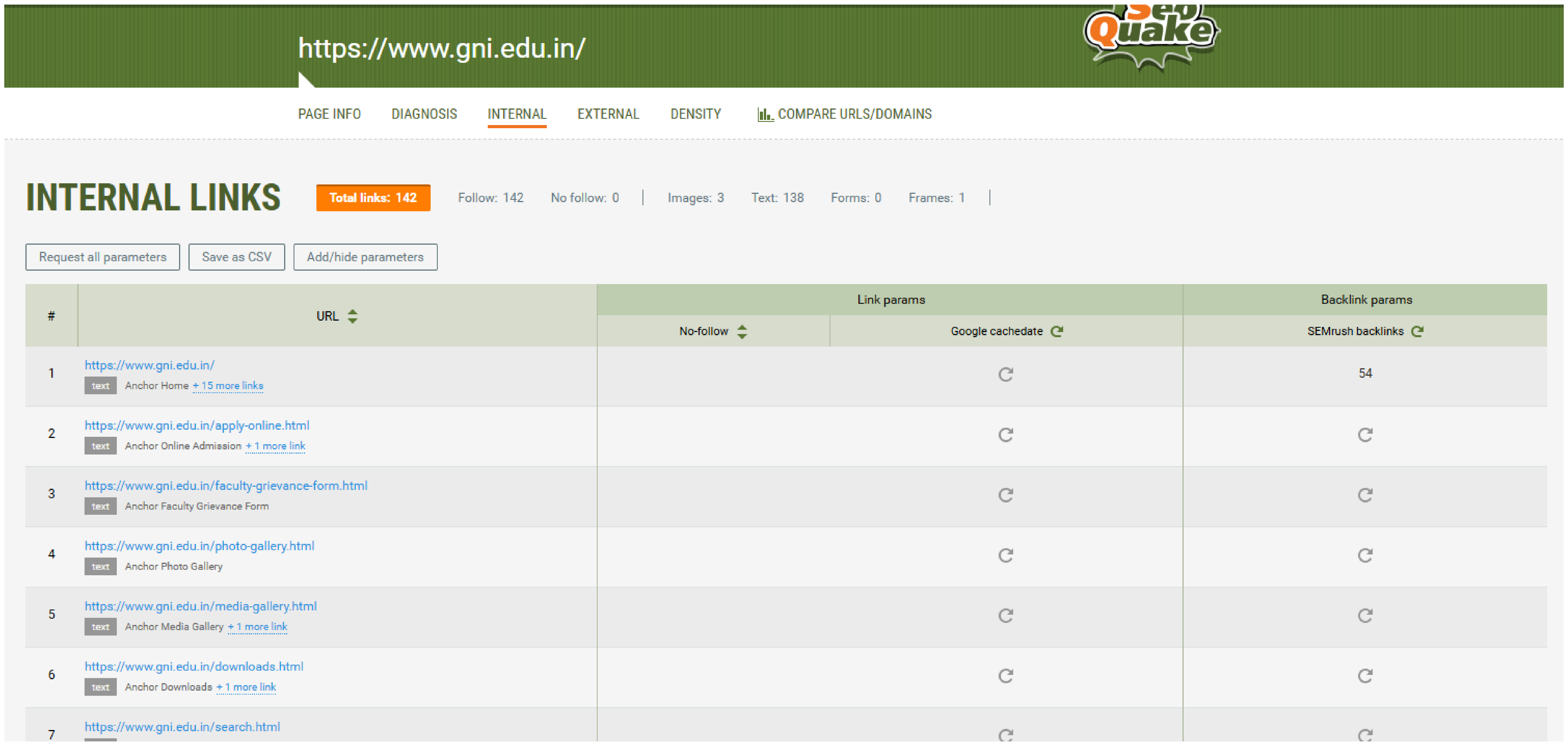
URL structure is clean, short, and SEO-friendly, supporting better indexing on Google.

Recommendation:

No action required

INTERNAL LINKING : PASSED

Connects pages within the same website using hyperlinks. It helps search engines crawl your site better and distributes page authority, improving overall SEO and user navigation.


https://www.gni.edu.in/
PAGE INFO
DIAGNOSIS
INTERNAL
EXTERNAL
DENSITY
COMPARE URLS/DOMAINS
Request all parameters
Save as CSV
Add/hide parameters

INTERNAL LINKS

Total links: 142 Follow: 142 No follow: 0 | Images: 3 Text: 138 Forms: 0 Frames: 1 |

#	URL	Link params		Backlink params
		No-follow	Google cachedate	SEMrush backlinks
1	https://www.gni.edu.in/ text Anchor Home + 15 more links		↻	54
2	https://www.gni.edu.in/apply-online.html text Anchor Online Admission + 1 more link		↻	↻
3	https://www.gni.edu.in/faculty-grievance-form.html text Anchor Faculty Grievance Form		↻	↻
4	https://www.gni.edu.in/photo-gallery.html text Anchor Photo Gallery		↻	↻
5	https://www.gni.edu.in/media-gallery.html text Anchor Media Gallery + 1 more link		↻	↻
6	https://www.gni.edu.in/downloads.html text Anchor Downloads + 1 more link		↻	↻
7	https://www.gni.edu.in/search.html		↻	↻

Observation:

Internal linking is well-structured, improving navigation and crawlability for Google.

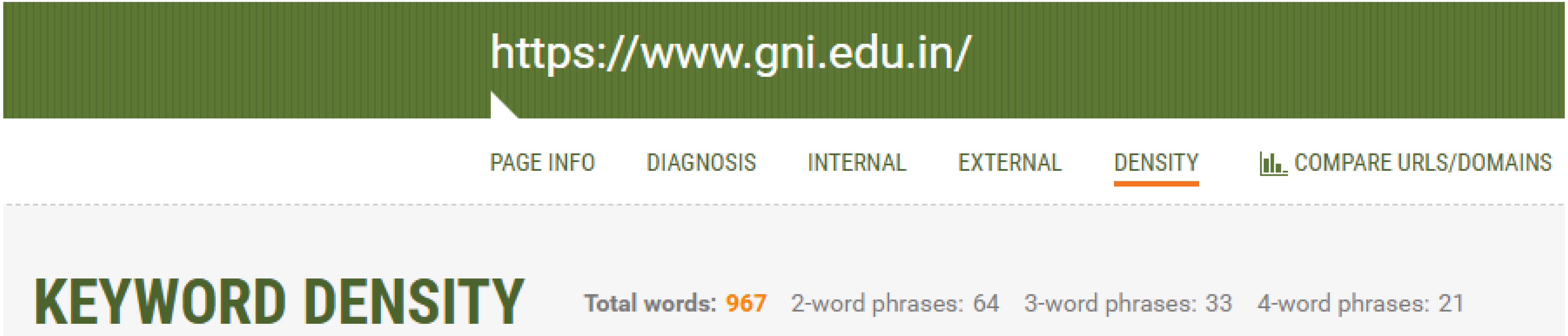
Recommendation:

No action required.

CONTENT SEO

CONTENT AMOUNT : PASSED

Content amount refers to the volume of text or media on a webpage. In SEO, sufficient and relevant content helps search engines understand page context and improves chances of ranking for target keywords.



https://www.gni.edu.in/

PAGE INFO
DIAGNOSIS
INTERNAL
EXTERNAL
DENSITY
COMPARE URLS/DOMAINS

KEYWORD DENSITY

Total words: 967 2-word phrases: 64 3-word phrases: 33 4-word phrases: 21

Observation:

Content amount and keyword density are well-optimized.

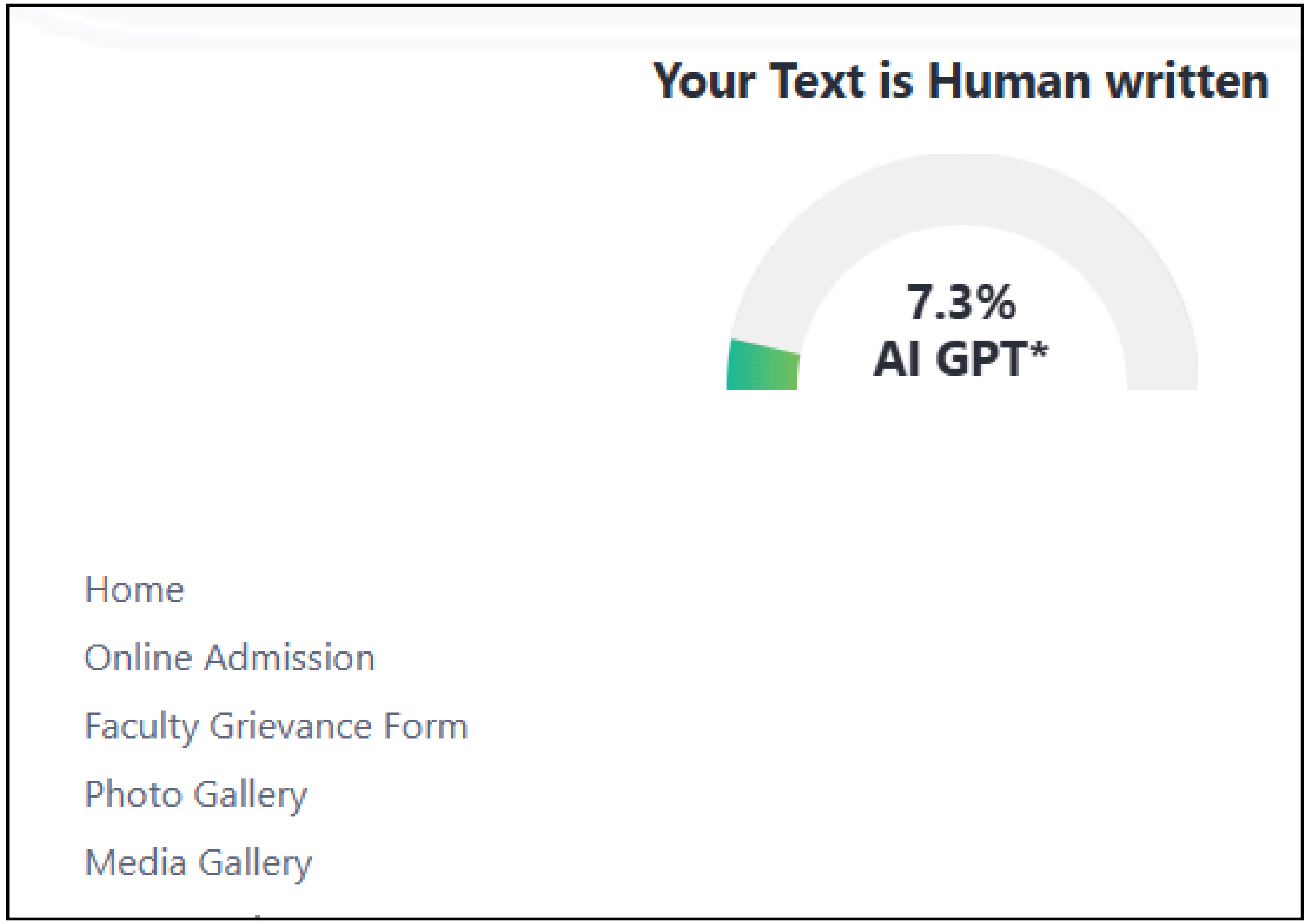
Recommendation:

No action required.

CONTENT QUALITY / AI CONTENT :

PASSED

AI-generated content can negative impact on a website’s SEO if it's low-quality, spammy, or lacks originality. Search engines like Google prioritize helpful, people-first content, so AI content must be reviewed, fact-checked, and edited to ensure it adds real value to users.



Your Text is Human written

7.3%
AI GPT*
Home
Online Admission
Faculty Grievance Form
Photo Gallery
Media Gallery

Observation:

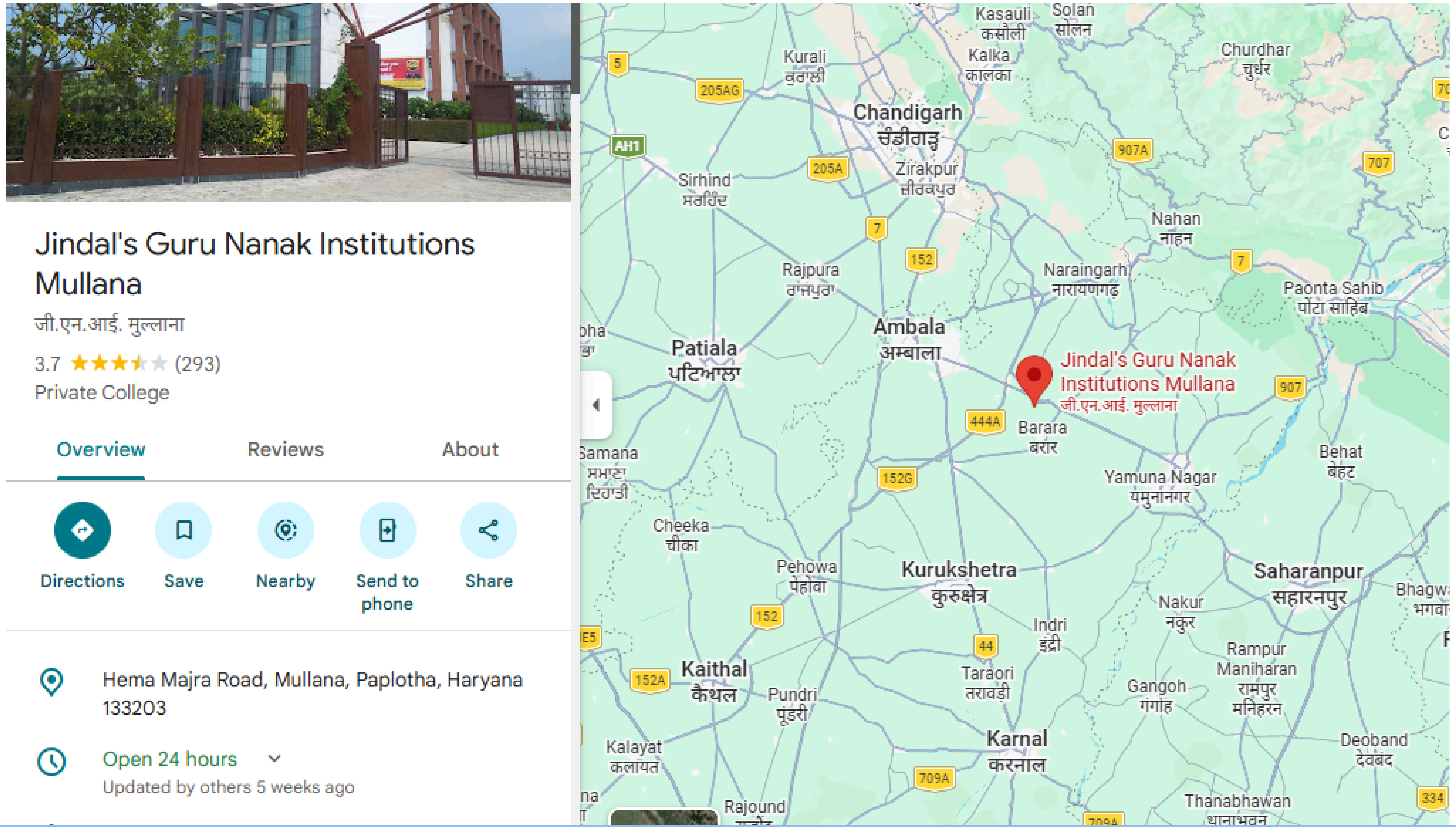
The GNI Mullana website passed the AI content quality check, with only 7.3% AI-detected text, indicating the content appears predominantly human-written.

Recommendation:

Continue publishing original, well-reviewed, and user-focused content while regularly updating pages to maintain content quality and SEO performance.

GOOGLE BUSINESS PROFILE(GBP): PASSED

A free business listing on Google that boosts visibility in local search results and maps. Includes reviews, hours, and contact info.



Jindal's Guru Nanak Institutions Mullana

जी.एन.आई. मुल्लाना

3.7 ★★★★☆ (293)

Private College

Hema Majra Road, Mullana, Paplotha, Haryana 133203

Open 24 hours

Updated by others 5 weeks ago

Overview
Reviews
About
Directions
Save
Nearby
Send to phone
Share
Jindal's Guru Nanak Institutions Mullana
जी.एन.आई. मुल्लाना
Chandigarh
चंडीगढ़
Ambala
अम्बाला
Patiala
ਪਟਿਆਲਾ
Kurukshetra
कुरुक्षेत्र
Kaithal
कैथल
Karnal
करनाल
Saharanpur
सहारनपुर
Yamuna Nagar
यमुनानगर
Barara
बराड़
Naraingarh
नारायणगढ़
Nahan
नाहन
Rajpura
ਰਾਜਪੁਰਾ
Zirakpur
ਜ਼ੀਰਕਪੁਰ
Sirhind
ਸਰਹਿੰਦ
Kurali
ਕੁਰਾਲੀ
Kasauli
कसौली
Kalka
कालका
Solan
सोलन
Churdhar
चुर्धर
Paonta Sahib
पोंटा साहिब
Behat
बेहट
Samana
ਸਮਾਣਾ
Cheeka
चीका
Pehowa
पेहोवा
Pundri
पुंडरी
Kalayat
कलायत
Rajound
Indri
इंद्री
Taraori
तरावड़ी
Nakur
नकुर
Gangoh
गंगोह
Rampur Maniharan
रामपुर मनिहरन
Deoband
देवबंद
Thanabhawan
Bhagwa
5
205AG
AH1
205A
907A
707
7
152
444A
152G
907
152
44
152A
709A
334

Observation:

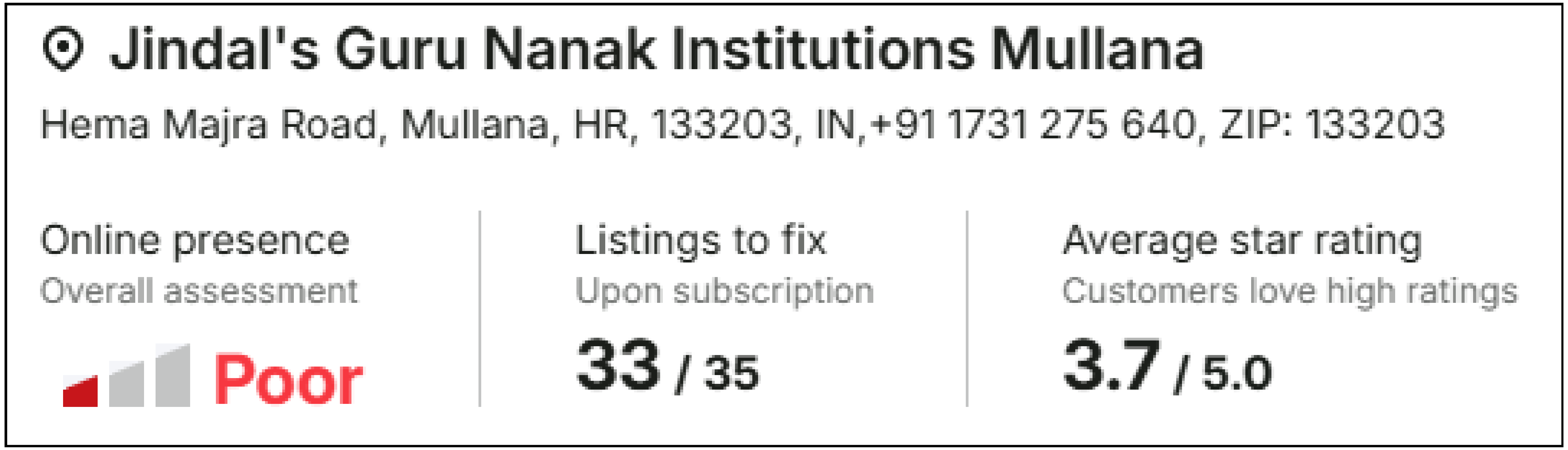
Google Business Profile is properly set up, enhancing local visibility.

Recommendation:

No action required.

LOCAL CITATIONS: FAILED

Business listing citations are online references to your business's name, address, and phone number (NAP) on various directories, websites, and platforms. These citations are important for local SEO as they help search engines verify your business's legitimacy and improve its visibility in local search results.



Jindal's Guru Nanak Institutions Mullana

Hema Majra Road, Mullana, HR, 133203, IN,+91 1731 275 640, ZIP: 133203

Online presence Overall assessment	Listings to fix Upon subscription	Average star rating Customers love high ratings
Poor	33 / 35	3.7 / 5.0

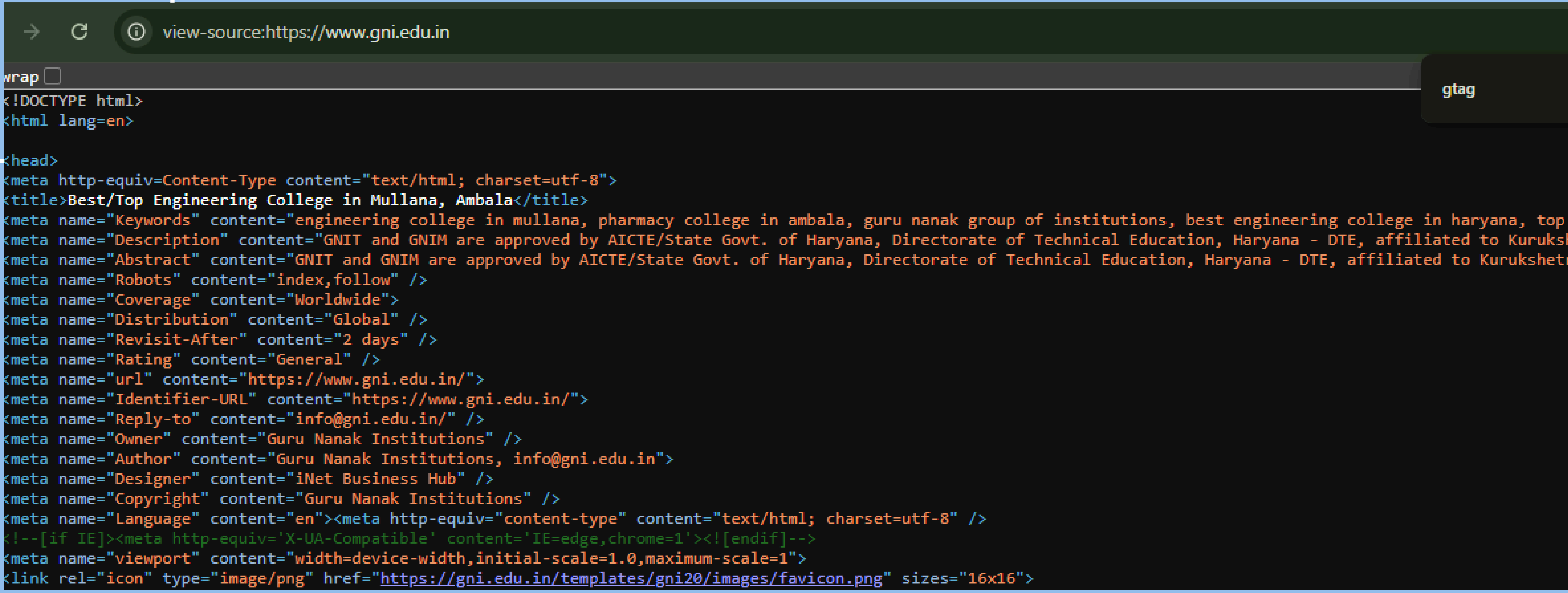
Observation:

Recommendation:

SEO TOOLS & METRICS

GOOGLE ANALYTICS & SEARCH CONSOLE: PASSED

Google analytic is a free Google tool that tracks site performance in search, identifies errors, and shows indexing, keyword, and click data. While Search console Tracks user behavior, traffic sources, and conversion data. Essential for measuring SEO performance and engagement.



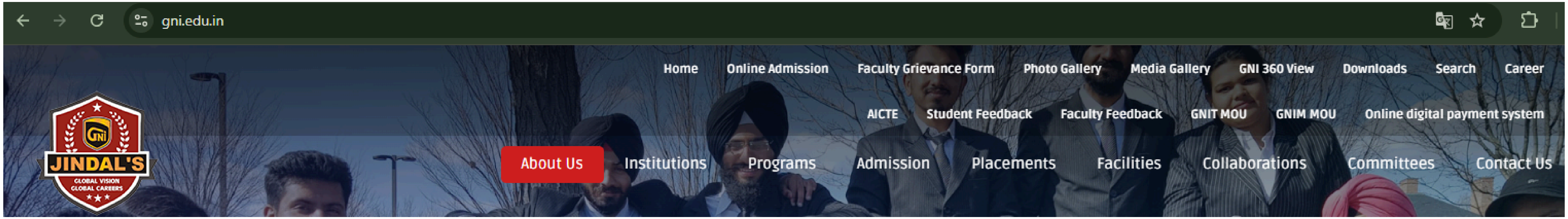
```
<!DOCTYPE html>
<html lang=en>

<head>
<meta http-equiv=Content-Type content="text/html; charset=utf-8">
<title>Best/Top Engineering College in Mullana, Ambala</title>
<meta name="Keywords" content="engineering college in mullana, pharmacy college in ambala, guru nanak group of institutions, best engineering college in haryana, top
<meta name="Description" content="GNIT and GNIM are approved by AICTE/State Govt. of Haryana, Directorate of Technical Education, Haryana - DTE, affiliated to Kuruks
<meta name="Abstract" content="GNIT and GNIM are approved by AICTE/State Govt. of Haryana, Directorate of Technical Education, Haryana - DTE, affiliated to Kurukshet
<meta name="Robots" content="index,follow" />
<meta name="Coverage" content="Worldwide">
<meta name="Distribution" content="Global" />
<meta name="Revisit-After" content="2 days" />
<meta name="Rating" content="General" />
<meta name="url" content="https://www.gni.edu.in/">
<meta name="Identifier-URL" content="https://www.gni.edu.in/">
<meta name="Reply-to" content="info@gni.edu.in/" />
<meta name="Owner" content="Guru Nanak Institutions" />
<meta name="Author" content="Guru Nanak Institutions, info@gni.edu.in">
<meta name="Designer" content="iNet Business Hub" />
<meta name="Copyright" content="Guru Nanak Institutions" />
<meta name="Language" content="en"><meta http-equiv="content-type" content="text/html; charset=utf-8" />
<!--[if IE]><meta http-equiv='X-UA-Compatible' content='IE=edge,chrome=1'><![endif]-->
<meta name="viewport" content="width=device-width,initial-scale=1.0,maximum-scale=1">
<link rel="icon" type="image/png" href="https://gni.edu.in/templates/gni20/images/favicon.png" sizes="16x16">
```

OTHER METRICS

BLOG SECTION : PASSED

A blog section adds fresh, keyword-rich content to your site, improving search visibility. It helps target long-tail keywords, attract backlinks, and keep users engaged—boosting overall SEO performance.


gni.edu.in
Home
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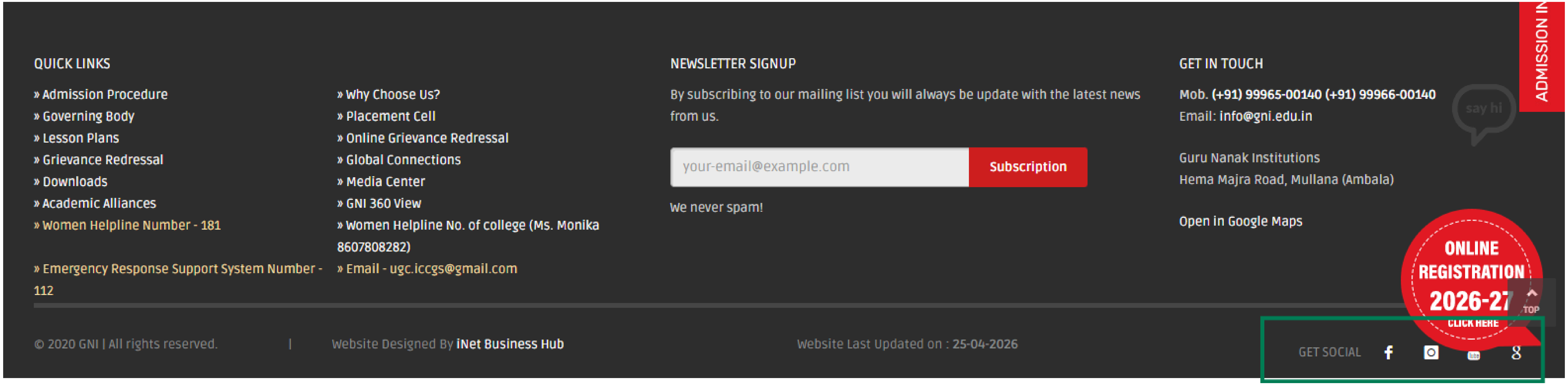
Observation:

Recommendation:

No action required

SOCIAL MEDIA :

Social media integration and regular posting boost brand visibility, engagement, and website traffic. Together, they support SEO by encouraging sharing, increasing backlinks, and keeping your content active and relevant.



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Mob. (+91) 99965-00140 (+91) 99966-00140
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Guru Nanak Institutions
Hema Majra Road, Mullana (Ambala)

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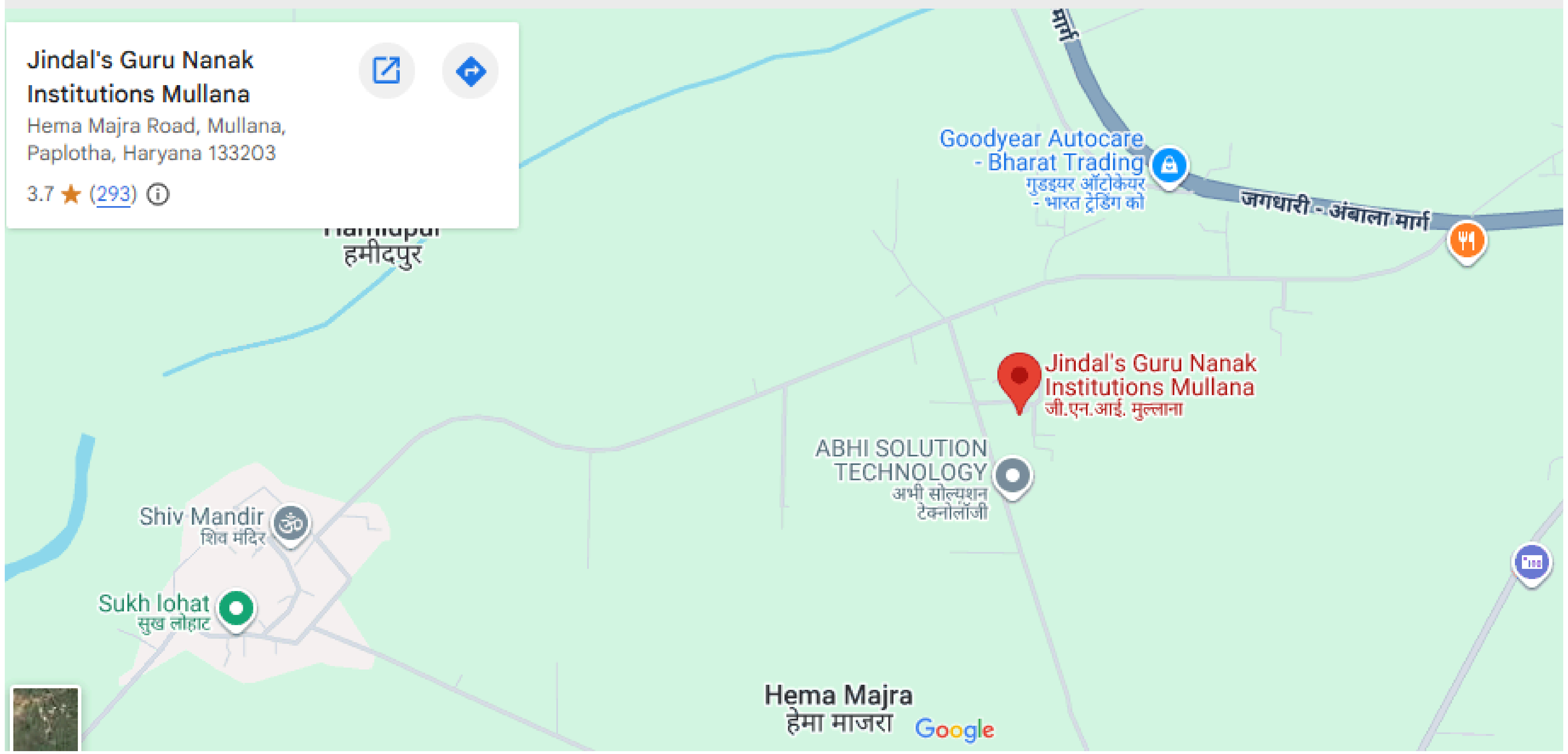
Observation:

Recommendation:

NAP ON WEBSITE : PASSED

NAP (Name, Address, Phone number) on a website is crucial for local SEO. Consistently displaying NAP helps search engines verify your business location and improves visibility in local search results and map listings.



Jindal's Guru Nanak Institutions Mullana
Hema Majra Road, Mullana, Paplotha, Haryana 133203
3.7 ★ (293) ⓘ

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हेमा माजरा
Google

Observation:

Recommendation:

No action required

THANK YOU